

ORDER

KSNV

Orders
Order / Rev: 103615
Alt Order #: 06830030
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 06/27/12 / 09/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate *- Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 123 | \$39,075.00 | \$33,213.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 123 | \$39,075.00 | \$33,213.75 | 0.00 |
| Totals | 123 | \$39,075.00 | \$33,213.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 20% | \$39,075.00 |
| Market | 100% | \$195,375.00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 32% | \$62,520.00 |
| KLTX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 21% | \$41,028.75 |
| KTUD | 0% | \$0.00 |
| KVVU | 25% | \$48,843.75 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 2% | \$3,907.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|-------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagner | M | 430a-5a | -TWT--- | :30 | 4 | \$50.00 | 3 | 0.00 | NM | 4 | \$200.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWT--- | | 4 | | \$50.00 | | 0.00 | | | | | |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------|------|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|-----------|-----|------|------|-------|------------|
| E 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagner Wake Up Early Wagners | CM | 430a-5a | -TWT--- | :30 | 4 | \$50.003 | | 0.00 | NM | 4 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWT--- | 4 | | \$50.00 | | 0.00 | | | | | | |
| E 2 | KSNV | 10/15/12 | 10/15/12 | Wake Up Early w/ Wagner Wake Up Early Wagners | CM | 430a-5a | M----- | :30 | 1 | \$50.003 | | 0.00 | NM | 1 | \$50.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$50.00 | | 0.00 | | | | | | |
| E 3 | KSNV | 10/15/12 | 10/15/12 | M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners | CM | 5-6a | M----- | :30 | 1 | \$200.003 | | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$200.00 | | 0.00 | | | | | | |
| E 4 | KSNV | 10/09/12 | 10/12/12 | M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners | CM | 5-6a | -TWTF-- | :30 | 4 | \$200.003 | | 0.00 | NM | 4 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 4 | | \$200.00 | | 0.00 | | | | | | |
| E 5 | KSNV | 10/09/12 | 10/12/12 | M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners | CM | 6-7a | -TWTF-- | :30 | 8 | \$300.003 | | 0.00 | NM | 8 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 8 | | \$300.00 | | 0.00 | | | | | | |
| E 6 | KSNV | 10/15/12 | 10/15/12 | M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 2 | \$300.003 | | 0.00 | NM | 2 | \$600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 2 | | \$300.00 | | 0.00 | | | | | | |
| E 7 | KSNV | 10/15/12 | 10/15/12 | Today Show Today Show | CM | 658a-9am | M----- | :30 | 3 | \$400.003 | | 0.00 | NM | 3 | \$1,200.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 3 | | \$400.00 | | 0.00 | | | | | | |
| E 8 | KSNV | 10/09/12 | 10/12/12 | Today Show Today Show | CM | 658a-9am | -TWTF-- | :30 | 12 | \$400.003 | | 0.00 | NM | 12 | \$4,800.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 12 | | \$400.00 | | 0.00 | | | | | | |
| E 9 | KSNV | 10/09/12 | 10/12/12 | Noon News Noon News | CM | 12-1230pm | -TWTF-- | :30 | 4 | \$175.003 | | 0.00 | NM | 4 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 4 | | \$175.00 | | 0.00 | | | | | | |
| E 10 | KSNV | 10/15/12 | 10/15/12 | Noon News Noon News | CM | 12-1230pm | M----- | :30 | 1 | \$175.003 | | 0.00 | NM | 1 | \$175.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 11 | KSNV | 10/15/12 | 10/15/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | M----- | :30 | 1 | \$175.003 | | 0.00 | NM | 1 | \$175.00 |
| TODAY 2 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 12 | KSNV | 10/09/12 | 10/12/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | -TWTF-- | :30 | 4 | \$175.003 | | 0.00 | NM | 4 | \$700.00 |
| TODAY 2 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 4 | | \$175.00 | | 0.00 | | | | | | |
| E 13 | KSNV | 10/09/12 | 10/12/12 | | CM | 3-4p | -TWTF-- | :30 | 4 | \$200.003 | | 0.00 | NM | 4 | \$800.00 |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------------|------|-------------------|-----------------|------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| Dr. Phil | | | | | | | | | | | | | | | |
| Dr Phil | | | | | | | | | | | | | | | |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$200.00 | | 0.00 | | | |
| E 14 | KSNV | 10/15/12 | 10/15/12 | Dr. Phil | CM | 3-4p | M----- | :30 | 1 | \$200.003 | | 0.00 | NM | 1 | \$200.00 |
| Dr Phil | | | | | | | | | | | | | | | |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 15 | KSNV | 10/15/12 | 10/15/12 | NEWS 3 at 4 (1 HOUR) | CM | 4-5pm | M----- | :30 | 1 | \$300.003 | | 0.00 | NM | 1 | \$300.00 |
| 4PM NEWS (1 hour) | | | | | | | | | | | | | | | |
| (4:30 PM-5:00 PM) | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 16 | KSNV | 10/09/12 | 10/12/12 | NEWS 3 at 4 (1 HOUR) | CM | 4-5pm | -TWTF-- | :30 | 4 | \$300.003 | | 0.00 | NM | 4 | \$1,200.00 |
| 4PM NEWS (1 hour) | | | | | | | | | | | | | | | |
| (4:30 PM-5:00 PM) | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| E 17 | KSNV | 10/09/12 | 10/12/12 | NEWS 3 at 4 (1 HOUR) | CM | 4-5pm | -TWTF-- | :30 | 4 | \$300.003 | | 0.00 | NM | 4 | \$1,200.00 |
| 4PM NEWS (1 hour) | | | | | | | | | | | | | | | |
| (4:00 PM-4:30 PM) | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| E 18 | KSNV | 10/15/12 | 10/15/12 | NEWS 3 at 4 (1 HOUR) | CM | 4-5pm | M----- | :30 | 1 | \$300.003 | | 0.00 | NM | 1 | \$300.00 |
| 4PM NEWS (1 hour) | | | | | | | | | | | | | | | |
| (4:00 PM-4:30 PM) | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 19 | KSNV | 10/15/12 | 10/15/12 | M-F Early News | CM | 5-630p | M----- | :30 | 2 | \$450.003 | | 0.00 | NM | 2 | \$900.00 |
| M-F Early News | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$450.00 | | 0.00 | | | |
| E 20 | KSNV | 10/09/12 | 10/12/12 | M-F Early News | CM | 5-630p | -TWTF-- | :30 | 8 | \$450.003 | | 0.00 | NM | 8 | \$3,600.00 |
| M-F Early News | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 8 | \$450.00 | | 0.00 | | | |
| E 21 | KSNV | 10/09/12 | 10/12/12 | FacetoFace/Ralston Rep | CM | 730-758pm | -TW-F-- | :30 | 4 | \$225.003 | | 0.00 | NM | 4 | \$900.00 |
| Face to Face w/ J.Ralston | | | | | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TW-F-- | | | | | 4 | \$225.00 | | 0.00 | | | |
| E 22 | KSNV | 10/15/12 | 10/15/12 | FacetoFace/Ralston Rep | CM | 730-758pm | M----- | :30 | 1 | \$225.003 | | 0.00 | NM | 1 | \$225.00 |
| Face to Face w/ J.Ralston | | | | | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$225.00 | | 0.00 | | | |
| E 23 | KSNV | 10/13/12 | 10/13/12 | Vegas Inc. | CM | 6:30-8pm | -----S- | :30 | 1 | \$150.003 | | 0.00 | NM | 1 | \$150.00 |
| Vegas Inc. | | | | | | | | | | | | | | | |
| VEGAS INC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 24 | KSNV | 10/15/12 | 10/15/12 | M-F Jeop/Wheel | CM | 630-730pm | M----- | :30 | 2 | \$400.003 | | 0.00 | NM | 2 | \$800.00 |
| M-F Jeopardy/Wheel of Fortune | | | | | | | | | | | | | | | |
| JEP/WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$400.00 | | 0.00 | | | |
| E 25 | KSNV | 10/09/12 | 10/12/12 | | CM | 630-730pm | -TWTF-- | :30 | 8 | \$400.003 | | 0.00 | NM | 8 | \$3,200.00 |

| | |
|---------------|-----------------------------|
| Advertiser: | Berkley, Shelley for Senate |
| Product Desc: | BERKLEY FOR SENATE |
| Estimate: | 30S |

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|--------------------|-------------------------------|-------|-----------------------|----------------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|------------|
| | | | | M-F Jeop/Wheel | | | | | | | | | | | |
| | | | | M-F Jeopardy/Wheel of Fortune | | | | | | | | | | | |
| | | | | JEP/WHEEL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 8 | | | \$400.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KSNV | 10/08/12-10/14/12 | M-F Jeop/Wheel | | | 630-730pm | -TwThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| | | | | See MG 25.9,25.10 | | | | | | | | | | | |
| | | | | [NA DEBATES] | | | | | | | | | | | |
| 5 | KSNV | 10/08/12-10/14/12 | M-F Jeop/Wheel | | | 630-730pm | -TwThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| | | | | See MG 25.9,25.10 | | | | | | | | | | | |
| | | | | [NA DEBATES] | | | | | | | | | | | |
| 9 | KSNV | 10/11/12-10/11/12 | SIGN ON-SIGN OFF | | | 5a-459a | (9:30 PM-10:30 ---Th----- | :30 | | \$400.00 | | 0.00 | NM | | |
| | | | | Ⓜ MG for 25.3,25.5 | | | | | | | | | | | |
| | | | | [INV CODE] | | | | | | | | | | | |
| 10 | KSNV | 10/11/12-10/11/12 | SIGN ON-SIGN OFF | | | 5a-459a | (9:30 PM-10:30 ---Th----- | :30 | | \$400.00 | | 0.00 | NM | | |
| | | | | Ⓜ MG for 25.3,25.5 | | | | | | | | | | | |
| | | | | [INV CODE] | | | | | | | | | | | |
| E 26 | KSNV | 10/13/12 | 10/13/12 | Weekend Jeopardy/Wheel | CM | 630-730pm | -----S- | :30 | 2 | \$250.00 | 3 | 0.00 | NM | 2 | \$500.00 |
| | | | | WKND Jeop/Wheel | | | | | | | | | | | |
| | | | | JEP/WHEEL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 2 | | | \$250.00 | | 0.00 | | | | |
| E 27 | KSNV | 10/14/12 | 10/14/12 | News 3 Live in Prime | CM | 7-10pm | -----S | :30 | 1 | \$600.00 | 3 | 0.00 | NM | 1 | \$600.00 |
| | | | | News 3 in Prime | | | | | | | | | | | |
| | | | | NEWS AFTER NFL IN PRIME | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$600.00 | | 0.00 | | | | |
| E 28 | KSNV | 10/12/12 | 10/12/12 | Fri PR 9-10p | CM | 9-10pm | ----F-- | :30 | 1 | \$1,000.00 | 3 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Friday Prime 9-10pm | | | | | | | | | | | |
| | | | | GRIMM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$1,000.00 | | 0.00 | | | | |
| E 29 | KSNV | 10/12/12 | 10/12/12 | Fri PR 8-9p | CM | 8-9pm | ----F-- | :30 | 1 | \$750.00 | 3 | 0.00 | NM | 1 | \$750.00 |
| | | | | Friday Prime 8-9pm | | | | | | | | | | | |
| | | | | WHIT/COMM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$750.00 | | 0.00 | | | | |
| E 30 | KSNV | 10/10/12 | 10/10/12 | Wed PR 9-10p | CM | 9-10pm | --W---- | :30 | 1 | \$1,700.00 | 3 | 0.00 | NM | 1 | \$1,700.00 |
| | | | | Wednesday Prime 9-10pm | | | | | | | | | | | |
| | | | | SVU | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | 1 | | | \$1,700.00 | | 0.00 | | | | |
| E 31 | KSNV | 10/10/12 | 10/10/12 | Wed PR 10-11p | CM | 10-11pm | --W---- | :30 | 1 | \$1,400.00 | 3 | 0.00 | NM | 1 | \$1,400.00 |
| | | | | Wednesday Prime 10-11pm | | | | | | | | | | | |
| | | | | CHICAGO FIRE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | 1 | | | \$1,400.00 | | 0.00 | | | | |
| E 32 | KSNV | 10/09/12 | 10/12/12 | Late Night w/Fallon | CM | 1237a-136am | -TWTF-- | :30 | 4 | \$75.00 | 3 | 0.00 | NM | 4 | \$300.00 |
| | | | | Late Night w/Fallon | | | | | | | | | | | |
| | | | | FALLON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 4 | | | \$75.00 | | 0.00 | | | | |
| E 33 | KSNV | 10/15/12 | 10/15/12 | Late Night w/Fallon | CM | 1237a-136am | M----- | :30 | 1 | \$75.00 | 3 | 0.00 | NM | 1 | \$75.00 |
| | | | | Late Night w/Fallon | | | | | | | | | | | |
| | | | | FALLON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | 1 | | | \$75.00 | | 0.00 | | | | |
| E 34 | KSNV | 10/15/12 | 10/15/12 | The Tonight Show | CM | 1135p-1237a | M----- | :30 | 2 | \$185.00 | 3 | 0.00 | NM | 2 | \$370.00 |
| | | | | Tonight Show | | | | | | | | | | | |
| | | | | TON SHOW | | | | | | | | | | | |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------------------|----------------|-------------|------|---------------|-----------|-----|------|--------|-------|-------------|
| E 34 | KSNV | 10/15/12 | 10/15/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 2 | \$185.003 | | 0.00 | NM | 2 | \$370.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/15/12 | | 10/21/12 | M----- | 2 | | \$185.00 | | 0.00 | | | | | | | |
| E 35 | KSNV | 10/09/12 | 10/12/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | -TWTF-- | :30 | 8 | \$185.003 | | 0.00 | NM | 8 | \$1,480.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -TWTF-- | 8 | | \$185.00 | | 0.00 | | | | | | | |
| E 36 | KSNV | 10/09/12 | 10/12/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | -TWTF-- | :30 | 4 | \$425.003 | | 0.00 | NM | 4 | \$1,700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -TWTF-- | 4 | | \$425.00 | | 0.00 | | | | | | | |
| E 37 | KSNV | 10/15/12 | 10/15/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$425.003 | | 0.00 | NM | 1 | \$425.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/15/12 | | 10/21/12 | M----- | 1 | | \$425.00 | | 0.00 | | | | | | | |
| E 38 | KSNV | 10/13/12 | 10/14/12 | Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----SS | :30 | 2 | \$400.003 | | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----SS | 2 | | \$400.00 | | 0.00 | | | | | | | |
| E 39 | KSNV | 10/13/12 | 10/13/12 | Saturday Today Saturday Today | CM | 7a-9am | -----S- | :30 | 2 | \$225.003 | | 0.00 | NM | 2 | \$450.00 |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----S- | 2 | | \$225.00 | | 0.00 | | | | | | | |
| E 40 | KSNV | 10/13/12 | 10/13/12 | News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY | CM | 6a-7a | -----S- | :30 | 2 | \$150.003 | | 0.00 | NM | 2 | \$300.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----S- | 2 | | \$150.00 | | 0.00 | | | | | | | |
| E 41 | KSNV | 10/13/12 | 10/13/12 | News 3 Today - SATURDAY News 3 Today - SAT | CM | 9am-930am | -----S- | :30 | 1 | \$200.003 | | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----S- | 1 | | \$200.00 | | 0.00 | | | | | | | |
| E 42 | KSNV | 10/14/12 | 10/14/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 2 | \$350.003 | | 0.00 | NM | 2 | \$700.00 |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----S | 2 | | \$350.00 | | 0.00 | | | | | | | |
| E 43 | KSNV | 10/13/12 | 10/13/12 | Saturday Night Live Saturday Night Live | CM | 1130pm-1:02am | -----S- | :30 | 1 | \$550.003 | | 0.00 | NM | 1 | \$550.00 |
| SNL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | -----S- | 1 | | \$550.00 | | 0.00 | | | | | | | |
| | | | | | | | | | | | | | Totals | 123 | \$39,075.00 |